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version of it was presented to enterprise "Spetstehnoeksport" officially worldwide. Since the presentation in various publications have appeared dozens of articles devoted to "Phantom", a robot West even called "WALL-E on steroids."

What is a novelty? The robot has a 12.7 mm machine gun, and for the destruction of armored targets can be used four anti-tank guided missiles (ATGM) "Barrier." Range ATGM hitting the target – up to 5 km. Communication with the robot is carried out by means of radio range of up to 10 km or via fiber-optic cable up to 5 km in length.

It is important to note that the robot has already proved some of the stated features. It is, in particular, can successfully move over rough terrain. Previously it was also carried out successful test firing version, armed with machine guns. Remote-controlled robot "Phantom" was one of the few works of Ukrainian defense industry in recent years, to which the genuine interest of foreign customers was shown. So, at the exhibition IDEX 2017 Ukrainian delegation talked with the representatives of the United Arab Emirates, expressed interest in "Phantom." Remote-controlled armored personnel carrier has a length of 3 meters, a width of 1.6 m and a height of 0.91 mPi. With such dimensions the machine is able to accelerate to 38 km / h, with a power reserve of 20 km. "Phantom" is also kitted out day and night sighting system and is able to aim at a distance of 1000-2000 m. Unmanned tactical multipurpose vehicle "Phantom" is a remote-controlled armored personnel carrier. "Phantom" is able to transport ammunition, evacuate the wounded from the battlefield and to perform combat missions.

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PROSPECTIVE ANALYSIS ON FRANCHISING

The intellectual property becomes the main target of purchases and sales transactions during the countries' transition to a social market economy. The transfer of the intellectual property rights on a contractual basis is an effective way that helps to implement innovative technologies into life, allowing the establishment of contractual relations on a franchising basis. The analysis of prospects for franchising development as an effective way to establish and develop a new business in the highly competitive environment with minimal losses of funds and reducing the occurrence of risk events, that increases confidence in operation stability of such an enterprise in future, is a topical direction of activities.

It was determined that franchising is a form of long-term relationship in which the existing company provides an individual entrepreneur with a licence (franchise) on the right to introduce his own activities under company's brand regulated by the contractual relations. For existing enterprises franchising is an effective way to enter new markets. For entrepreneurs franchising is a real opportunity to establish their own company through the using of a known scheme of business management as proved by the quality, resistance and competitiveness throughout the years of activity of such a company and by minimizing entrepreneur risks, that is, better than starting your own business from scratch. Franchising includes business entities' training in standards and technologies which help to perform effectively.

It was studied that the main reason for franchising to occur was the increase in the number of single-firm monopolies and a higher level of competition which prompted the creation of new forms of business implementation with lower risks. Consequently franchising is an effective form of organizing an entrepreneurial activity whereby a franchisor grants a licence to a franchisee for selling and realization of products and service. Under the terms of the contract a franchisee is obliged to sell franchisor's products. In exchange the franchisee, implementing the rules, obtains the right to use the company's trademark, brand, image, technologies, information, scientific and technical advances, patents, work equipment, products and services. To acquire such rights the franchisee provides an annual contribution to the franchisor's company, that is, he pays for the right of use of the brand under agreement terms. In general such types of franchising are determined: 1) tradable franchising, where the franchisor is a manufacturer who sells products and raw materials to a dealer-franchisee, that in turn prepares the commodity for sale and provides franchisor's products after-sales service. Under such agreements the franchisee has no right to distribute the competitors' products, which is the major rule of business relationship. The sale of goods is performed under the franchisor's trademark that is the franchisee first purchases items from the franchisor and then resells it under his name. 2) industrial franchising where the franchisor sells to the franchisee the components required to create the final product. 3) business franchising where the franchisor provides entrepreneurs with a licence which gives the right to establish stores for products and service sale on behalf of the franchisor. This type of franchising is given for a particular type of activity that is the franchisee's integration into the industrial and economic cycle of the franchisor's company. In doing so the franchisor is committed to provide training in requirements of a technological process, to decide up on the location for constructing of the enterprise and in some cases supply essential work equipment.

In Ukraine franchising does not gain wide popularity, although there are all possible prospects for its development. The main challenges which limit the advancement of franchising in Ukraine include: the uncertain economic

development, high interest rates of bank loans, the lack of enforceability of franchising within the legislation of Ukraine, the absence of experience in doing such a kind of business and the threat of losing the company's image because of franchisee's improper operations without an enabling environment for development of franchising.

Therefore adequate conditions should be set to implement franchising in Ukraine effectively, which would provide an opportunity for its stable development and functioning, namely to implement a program of assistance to small business at the national level, provide tax exemptions at the outset and development of franchising for this kind of enterprises, allow maintaining a simplified system of accounting statements, create consultative centers on franchising management throughout the territory of Ukraine.

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THE IMPLEMENTATION OF THE LEAN MANUFACTURING SYSTEM

A clear awareness of production losses is required to implement the automation of all business processes effectively. The analysis of lean manufacturing is a topical direction of research which makes it possible to solve a number of problems faced by enterprises.

It is determined that lean manufacturing is a scientific paradigm of management that seeks to eliminate all kinds of expenses involving, meanwhile, every worker to the process of optimization of the activities, focusing on consumer needs. The goods are produced at minimal costs according to consumer needs and demands. This concept aims at minimizing all kinds of costs and possible increasing efficiencies of resource utilization improving all company's operating processes needed to meet consumer demands. The purpose of this concept is to reduce labour and time costs related to new products, industrial areas and development and creation of warehouses, to ensure that the commodity is delivered to the client and to improve the quality while decreasing the total value of the goods. From the customers' point of view, the products are really valuable if they are made of the most valuable components. The idea of lean manufacturing aims at removing defect-related costs, product manufacturing which is higher than demand and other indirect expenses paid by consumers.

Taiichi Ohno, known as a the creator of Toyota manufacturing system, is a founder of this system, who outlined such types of expenses as designing the products which do not meet customers' demands, a surplus of production over